

Generic landing page

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- Company name
- Product name
- What problem we are trying to solve
- How we are solving it
- Why should you trust us vs our competitors
- List what it can already do
- List what we expect to be able to do
- Link to our bug tracker
- Subscribe to our mailing list
 - Become an alpha tester
 - Early access program
- Email to contact for any question
- A/B testing of the price
- Testimonials
- Full website
 - Packages/Pricing/Plans
 - Feature list
- On signing
 - Send an email to a small survey
 - * Establish the price range people would be willing to pay
 - * Establish the type of model they'd be willing to accept
 - * Check what feature they're the most interested in
 - * Check which feature they'd like to see in the future
- Events tracking
 - Seen sections of the landing page/
 - Mouse movement/heatmap/session recording (viewport + mouse position)

1 TODO

- Define the information you want to collect/know more about

2 Extracted from articles

- Unique Selling Proposition
- Hero shot
- Benefits of your offering
- Social proof
- Call-To-Action (single conversion goal)
- The headline should inform the user what the product or service is all about

3 References

- <http://unbounce.com/landing-pages/7-elements-of-a-winning-landing-page/>
- <https://blog.kissmetrics.com/beginners-guide-to-landing-pages/>
- <https://blog.hubspot.com/marketing/landing-page-examples-list>
- <http://thelandingpagecourse.com/landing-page-101-intro/>
- <https://blog.crazyegg.com/2014/10/07/landing-page-essentials/>
- <https://blog.crazyegg.com/2016/03/18/6-laws-of-landing-page-optimization/>
- <https://www.codeinwp.com/blog/landing-page-basics-you-should-know/>
- https://www.weidert.com/whole_brain_marketing_blog/bid/206472/7-basic-landing-page-guidelines-that-make-or-break-conversions